

WHAT IS CLAIMED IS:

1. A system for recording at least one content usage statistic comprising:
a terminal capable of being triggered to obtain a location of the terminal by
accessing at least one piece of content, wherein the terminal is also capable of storing,
5 into a content usage log, at least one content usage statistic relating to the terminal
accessing the at least one piece of content, and wherein at least one content usage statistic
comprises the location of the terminal; and

a destination capable of receiving the content usage log including the at least one
content usage.

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2. A system according to Claim 1, wherein the terminal is capable of
receiving at least one piece of content in accordance with a broadband data broadcast
technique, and wherein the at least one piece of content comprises at least one piece of
content for at least one channel comprising at least one of a television, radio and data
15 channel.

3. A system according to Claim 2, wherein the terminal is capable of sending
the content usage log to the destination when a return channel between the terminal and
the destination is at least one of available and established.

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4. A system according to Claim 1, wherein the terminal is capable of
accessing at least one piece of content comprising at least one piece of pre-broadcast
content related to broadcast content, and wherein the terminal is capable of sending the
content usage log to the destination before the broadcast content is broadcast.

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5. A system according to Claim 4, wherein the at least one piece of pre-
broadcast content comprises a set of at least one television program over a given time
period for at least one television channel, wherein the terminal is capable of accessing the
at least one piece of pre-broadcast content at least a predefined period of time before the
30 broadcast content is broadcast, and wherein the predefined period of time comprises the
given time period.

6. A system according to Claim 1, wherein the terminal is capable of storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory.

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7. A system according to Claim 1, wherein the terminal is capable of accessing at least one piece of content from a memory of a terminal in an offline manner.

8. A system according to Claim 1, wherein the terminal is capable of being repeatedly triggered to obtain a location of the terminal and store at least one content usage statistic for at least one period of time, and wherein the terminal is further capable of sending the content usage log to the destination after each period of time.

9. A system according to Claim 1, wherein the destination is capable of receiving the content usage log including the at least one content usage statistic such that a network entity is capable of sending, to the terminal, at least one piece of content based upon the at least one content usage statistic.

10. A system according to Claim 1, wherein the terminal is capable of storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

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11. A system for recording at least one content usage statistic comprising:
a terminal capable of accessing at least one piece of content from a memory, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content, wherein the terminal is also capable of storing, into a content usage log, at least one content usage statistic relating to the terminal accessing the at least one piece of pre-broadcast content; and

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a destination capable of receiving the content usage log including the at least one content usage statistic before the broadcast content is broadcast.

12. A system according to Claim 11, wherein the terminal is capable of
5 receiving at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio and data channel.

10 13. A system according to Claim 12, wherein the terminal is capable of sending the content usage log to the destination when a return channel between the terminal and the destination is at least one of available and established.

14. A system according to Claim 11, wherein the terminal is capable of
15 storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory.

15. A system according to Claim 11, wherein the terminal is capable of
20 accessing at least one piece of content from a memory of a terminal in an offline manner.

16. A system according to Claim 11, wherein the terminal is capable of
repeatedly accessing at least one piece of content and storing at least one content usage statistic for a period of time before the broadcast content is broadcast, and wherein the
25 terminal is capable of sending the content usage log to the destination after the period of time and before the broadcast content is broadcast.

17. A system according to Claim 11, wherein the at least one piece of pre-
broadcast content comprises a set of at least one television program over a given time
30 period for at least one television channel, wherein the terminal is capable of accessing the at least one piece of pre-broadcast content at least a predefined period of time before the

broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

18. A system according to Claim 11, wherein the destination is capable of
5 receiving the content usage log including the at least one content usage statistic such that a network entity is capable of sending, to the terminal, at least one piece of content based upon the at least one content usage statistic.

19. A system according to Claim 11, wherein the terminal is capable of
10 storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

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20. A terminal for recording at least one content usage statistic comprising:
a memory capable of receiving and storing at least one piece of content; and
a controller capable of accessing at least one piece of content from the memory,
wherein the controller is capable of operating a client application, wherein the client
20 application is capable of being triggered to obtain a location of the terminal by the controller accessing the at least one piece of content, and

wherein the memory is also capable of storing, into a content usage log, at least one content usage statistic relating to the controller accessing the at least one piece of content, wherein at least one content usage statistic comprises the location of the
25 terminal.

21. A terminal according to Claim 20, wherein the memory is capable of
receiving at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of
30 content for at least one channel comprising at least one of a television, radio and data channel.

22. A terminal according to Claim 21, wherein the controller is capable of sending the content usage log to a destination when a return channel between the terminal and the destination is at least one of available and established.

23. A terminal according to Claim 20, wherein the memory is capable of receiving and storing at least one piece of content comprising at least one piece of pre-broadcast content related to broadcast content, wherein the controller is capable of sending the content usage log to a destination before the broadcast content is broadcast.

24. A terminal according to Claim 23, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the controller is capable of accessing the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

25. A terminal according to Claim 20, wherein the memory is capable of storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory of the terminal.

26. A terminal according to Claim 20, wherein the controller is capable of accessing at least one piece of content from a memory of a terminal in an offline manner.

27. A terminal according to Claim 20, wherein the controller is capable of repeatedly accessing at least one piece of content, the client application is capable of repeatedly obtaining a location of the terminal, and the memory is capable of repeatedly storing at least one content usage statistic for at least one period of time, and wherein the

controller is further capable of sending the content usage log to a destination after each period of time.

28. A terminal according to Claim 20, wherein the memory is capable of storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

29. A terminal for recording at least one content usage statistic comprising: a memory capable of receiving and storing at least one piece of content, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content; and

a controller capable of accessing at least one piece of content from the memory, wherein the memory is also capable of storing, into a content usage log, at least one content usage statistic relating to accessing the at least one piece of pre-broadcast content, and wherein the controller is capable of sending the content usage log to a destination before the broadcast content is broadcast.

30. A terminal according to Claim 29, wherein the memory is capable of receiving at least one piece of content in accordance with a broadband data broadcast technique, and wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio and data channel.

31. A terminal according to Claim 29, wherein the terminal is capable of sending the content usage log to the destination when a return channel between the terminal and the destination is at least one of available and established.

32. A terminal according to Claim 29, wherein the memory is capable of storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory of the terminal.

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33. A terminal according to Claim 29, wherein the controller is capable of accessing at least one piece of content from a memory of a terminal in an offline manner.

34. A terminal according to Claim 29, wherein the controller is capable of repeatedly accessing at least one piece of content and the memory is capable of repeatedly storing at least one content usage statistic for a period of time before the broadcast content is broadcast, and wherein the controller is capable of sending the content usage log to a destination after the period of time and before the broadcast content is broadcast.

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35. A terminal according to Claim 29, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the controller is capable of accessing the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

36. A terminal according to Claim 29, wherein the memory is capable of storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

37. A method of recording at least one content usage statistic comprising: accessing at least one piece of content from a memory of a terminal;

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obtaining a location of the terminal, wherein accessing the at least one piece of content triggers obtaining the location of the terminal; and

storing at least one content usage statistic relating to accessing the at least one piece of content into a content usage log, wherein at least one content usage statistic
5 comprises the location of the terminal.

38. A method according to Claim 37 further comprising:

receiving at least one piece of content into the memory of the terminal in
accordance with a broadband data broadcast technique, wherein the at least one piece of
10 content comprises at least one piece of content for at least one channel comprising at least one of a television, radio and data channel.

39. A method according to Claim 38 further comprising:

sending the content usage log to a destination when a return channel between the
15 terminal and the destination is at least one of available and established.

40. A method according to Claim 37 further comprising:

receiving at least one piece of content into the memory of the terminal, wherein
the at least one piece of content comprises at least one piece of pre-broadcast content
20 related to broadcast content;
sending the content usage log to a destination; and thereafter
broadcasting the broadcast content.

41. A method according to Claim 40, wherein the at least one piece of pre-
25 broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein accessing at least one piece of content comprises accessing at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

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42. A method according to Claim 37, wherein storing at least one content usage statistic comprises storing at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory of the terminal.

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43. A method according to Claim 37, wherein accessing at least one piece of content comprises accessing at least one piece of content from a memory of a terminal in an offline manner.

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44. A method according to Claim 37, wherein accessing at least one piece of content, obtaining a location of the terminal, and storing at least one content usage statistic comprise repeatedly accessing at least one piece of content, obtaining a location of the terminal, and storing at least one content usage statistic for at least one period of time, and wherein the method further comprises:

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sending the content usage log to a destination after each period of time.

45. A method according to Claim 37, wherein storing at least one content usage statistic comprises storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

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46. A method of recording at least one content usage statistic comprising:
accessing at least one piece of content from a memory of a terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content;

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storing at least one content usage statistic relating to accessing the at least one piece of pre-broadcast content into a content usage log;

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sending the content usage log to a destination; and thereafter
broadcasting the broadcast content.

47. A method according to Claim 46 further comprising:
receiving at least one piece of content into the memory of the terminal in
accordance with a broadband data broadcast technique, wherein the at least one piece of
5 content comprises at least one piece of pre-broadcast content for at least one channel
comprising at least one of a television, radio and data channel.

48. A method according to Claim 47, wherein sending the content usage log
comprises sending the content usage log to a destination when a return channel between
10 the terminal and the destination is at least one of available and established.

49. A method according to Claim 46, wherein storing at least one content
usage statistic comprises storing at least one content usage statistic further comprising at
least one statistic related to at least one of the terminal and the at least one piece of
15 content accessed from the memory of the terminal.

50. A method according to Claim 46, wherein accessing at least one piece of
content comprises accessing at least one piece of content from a memory of a terminal in
an offline manner.

20 51. A method according to Claim 46, wherein accessing at least one piece of
content and storing at least one content usage statistic comprise repeatedly accessing at
least one piece of content and storing at least one content usage statistic for a period of
time before broadcasting the broadcast content, and wherein sending the content usage
25 log comprises sending the content usage log to a destination after the period of time and
before broadcasting the broadcast content.

52. A method according to Claim 29, wherein the at least one piece of pre-
broadcast content comprises a set of at least one television program over a given time
30 period for at least one television channel, wherein accessing at least one piece of content
comprises accessing the at least one piece of pre-broadcast content at least a predefined

period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

53. A method according to Claim 29, wherein storing at least one content
5 usage statistic comprises storing at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

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54. A computer program product for recording at least one content usage statistic, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

15 a first executable portion for accessing at least one piece of content from a memory of a terminal;

a second executable portion for obtaining a location of the terminal, wherein the first executable portion accessing the at least one piece of content triggers the second executable portion to obtain the location of the terminal; and

20 a third executable portion for storing at least one content usage statistic relating to accessing the at least one piece of content into a content usage log, wherein at least one content usage statistic comprises the location of the terminal.

55. A computer program product according to Claim 54 further comprising:
25 a fourth executable portion for receiving at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at least one piece of content comprises at least one piece of content for at least one channel comprising at least one of a television, radio and data channel.

30 56. A computer program product according to Claim 55 further comprising:

a fifth executable portion for sending the content usage log to a destination when a return channel between the terminal and the destination is at least one of available and established.

5 57. A computer program product according to Claim 54 further comprising:
 a fourth executable portion for receiving at least one piece of content into the
 memory of the terminal, wherein the at least one piece of content comprises at least one
 piece of pre-broadcast content related to broadcast content; and
 a fifth executable portion for sending the content usage log to a destination before
10 the broadcast content is broadcast.

 58. A computer program product according to Claim 57, wherein the at least
 one piece of pre-broadcast content comprises a set of at least one television program over
 a given time period for at least one television channel, wherein the first executable
15 portion is adapted to access at least one piece of pre-broadcast content at least a
 predefined period of time before the broadcast content is broadcast, and wherein the
 predefined period of time comprises the given time period.

 59. A computer program product according to Claim 54, wherein the third
20 executable portion is adapted to store at least one content usage statistic further
 comprising at least one statistic related to at least one of the terminal and the at least one
 piece of content accessed from the memory of the terminal.

 60. A computer program product according to Claim 54, wherein the first
25 executable portion is adapted to access at least one piece of content from a memory of a
 terminal in an offline manner.

 61. A computer program product according to Claim 54, wherein the first
 executable portion is adapted to repeatedly access at least one piece of content, the
30 second executable portion is adapted to repeatedly obtain a location of the terminal, and

the third executable portion is adapted to repeatedly store at least one content usage for at least one period of time, and wherein the computer program product further comprises:

a fourth executable portion for sending the content usage log to a destination after each period of time.

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62. A computer program product according to Claim 54, wherein the third executable portion is adapted to store at least one content usage statistic further comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information
10 regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

63. A computer program product of recording at least one content usage
15 statistic comprising:

a first executable portion for accessing at least one piece of content from a memory of a terminal, wherein the at least one piece of content comprises at least one piece of pre-broadcast content related to broadcast content;

a second executable portion for storing at least one content usage statistic relating
20 to accessing the at least one piece of pre-broadcast content into a content usage log; and

a third executable portion for sending the content usage log to a destination before the broadcast content is broadcast.

64. A computer program product according to Claim 63 further comprising:
25 a fourth executable portion for receiving at least one piece of content into the memory of the terminal in accordance with a broadband data broadcast technique, wherein the at least one piece of content comprises at least one piece of pre-broadcast content for at least one channel comprising at least one of a television, radio and data channel.

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65. A computer program product according to Claim 64, wherein the third executable portion is adapted to send the content usage log to a destination when a return channel between the terminal and the destination is at least one of available and established.

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66. A computer program product according to Claim 63, wherein the second executable portion is adapted to store at least one content usage statistic further comprising at least one statistic related to at least one of the terminal and the at least one piece of content accessed from the memory of the terminal.

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67. A computer program product according to Claim 63, wherein the first executable portion is adapted to access at least one piece of content from a memory of a terminal in an offline manner.

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68. A computer program product according to Claim 63, wherein the first executable portion is adapted to repeatedly access at least one piece of content and the second executable portion is adapted to storing at least one content usage statistic comprise repeatedly accessing at least one piece of content and storing at least one content usage statistic for a period of time before broadcasting the broadcast content, and wherein the third executable portion is adapted to send the content usage log to a destination after the period of time and before the broadcast content is broadcast.

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69. A computer program product according to Claim 63, wherein the at least one piece of pre-broadcast content comprises a set of at least one television program over a given time period for at least one television channel, wherein the first executable portion is adapted to access the at least one piece of pre-broadcast content at least a predefined period of time before the broadcast content is broadcast, and wherein the predefined period of time comprises the given time period.

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70. A computer program product according to Claim 63, wherein the second executable portion is adapted to store at least one content usage statistic further

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comprising at least one of a type of the at least one piece of content accessed from the memory, a time the at least one piece of content was accessed from memory, information regarding used connection types, and information regarding available connection types comprising at least one of a signal strength, capacity and utilization rate of the connection types.

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